REMARKS

The Office Action dated October 7, 2010 has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1-25 are now pending in this application. Claims 1-25 stand rejected.

The objection to the Specification for failing to provide proper antecedent basis for the claimed subject matter is respectfully traversed. Specifically, the Office Action objects to the Specification for failing to provide support or antecedent basis for the recited term "the first command including a computer instruction other than a search instruction" within Claim 6 in a way that allows the meaning of the term to be ascertained. Claim 6 has been amended to recite "the first command *associated with* a *function* other than a search *function*." (Emphasis added.) Applicant respectfully submits that the term "function" is supported and described throughout the originally filed Specification including within the figures to allow the meaning of the term "function" as recited within Claim 6 to be ascertained. Accordingly, Applicant respectfully requests that this objection be withdrawn.

The rejection of Claim 6 under 35 U.S.C. § 112 is respectfully traversed. Claim 6 has been amended to address the issues noted in the instant Office Action. Accordingly, Applicant respectfully submits that the recitations of Claim 6 are described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor had possession of the claimed invention at the time the application was filed.

The rejection of Claims 1-3, 5-14, 16-20, and 22-25 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent 7,257,585 to Stevenson, et al. (hereinafter referred to as "Stevenson") in view of U.S. Patent Publication No. 2002/0188603 to Baird, et al. (hereinafter referred to as "Baird") and in view of U.S. Patent Publication No. 2004/0015484 to Debaty et al. (hereinafter referred to as "Debaty") and further in view of U.S. Patent 6,098,065 to Skillen, et al. (hereinafter referred to as "Skillen") is respectfully traversed.

Initially, Applicant submits that no combination of Stevenson, Baird, Debaty, and Skillen describes or suggests the claimed invention. At least one of the differences between Stevenson, Baird, Debaty, and Skillen and the claimed invention is that no combination of Stevenson, Baird, Debaty, and Skillen describes or suggests displaying a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define a purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object. (Emphasis added.)

Notably, none of Stevenson, Baird, Debaty, and Skillen describes or suggests a purchasing function that enables a user to select an object and purchasing criteria and then apply the purchasing function and purchasing criteria to the selected object to automatically initiate a purchase of an item that is associated with the selected object using a vendor web site that is linked to the purchasing function, wherein the purchase of the item is based on the purchasing criteria, wherein the purchase criteria includes, for example, considering a purchase price for the item.

Stevenson describes a system for augmenting data from a source data file (30) with data from a reference database (39), thereby generating an augmented data file (50). The source data file (30) resides on a server on a network (33). A handler (36) retrieves the source data file (30) for use by the system. A locator (42) examines the retrieved source data file (30) for comparison to the reference database (39) according to an analyzing strategy. The locator (42) compares structured data from the source data file (30) and reference data from the reference database (39), and provides the reference data to an analyzer (45). The analyzer (45) creates associations between each compared structured datum and a uniform resource locator (URL) address within each corresponding reference datum found by the locator (42). A generator (48) then embeds each URL address in the source data file (30), resulting in the augmented data file (50). Notably, Stevenson does not describe nor suggest displaying a function menu on the client system to

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prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define a purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object.

Baird describes a method for automating a search over the Internet. A user selects (100) data such as a text string from within an application. The selected data is used by a search engine to perform (104) an Internet search, without requiring the user to leave the application. When the search is complete, the search results are returned (106) to the user within the application. The user may also choose a particular search engine to use as a default search engine. Notably, Baird does not describe nor suggest displaying a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object.

Debaty describes a context-aware proxy server system (10). System (10) includes a client context-aware proxy server (20) coupled to a plurality of client systems (11-11n), wherein each client system (11-11n) includes at least one personalized environment (15). Each personalized environment (15) includes a number of web-enabled services (16-16n) that are facilitated by at least one of an interconnect network (12), the Internet (14), and at least one remote web server (13). Client context-aware proxy server (20) includes a proxy engine (21) that is programmed with sufficient functionality to receive requests from client systems (11-11n) and process each request received therein, and, if necessary, communicate with remote web servers (13) for the requested content. Client context-aware proxy server (20) also includes a transformation module (22) coupled to proxy engine (21). Transformation module (22) receives web pages to be sent to a requesting client system (11-11n) and determines the identity and

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location of the requesting client system (11-11n). Client context-aware proxy server (20) further includes a context store (23) coupled to transformation module (22). Context store (23) stores context information of each of client systems (11-11n). Proxy engine (21) receives and processes a request from a client system (11-11n) to retrieve a web page from a remote web server (13) and pass the web page to the client system (11-11n). Proxy engine (21) retrieves the requested web page and sends the retrieved web page to transformation module (22) for adding context information to the web page. Transformation module 22 then uses the identity and location of the client system (11-11n) to access context store (23) for the corresponding context information. Once the corresponding context information of the requesting client system (11-11n) is retrieved from context store (23), transformation module (22) adds URLs or context menus at appropriate locations within the web page such that the web page becomes a "modified" web page. Transformation module (22) transmits the modified web page to proxy engine (21) that receives the modified web page and then sends the modified web page to the requesting client system (11-11n). Notably, Debaty does not describe nor suggest displaying a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object.

Skillen describes an advertising machine (10) that is connected to a data processing device (12) through a communications link (14). The advertising machine (10) includes a database search engine (16), an associative search engine (18) and a database (20) that includes contextual data (22) and product data (24). Based on a search string received by the advertising machine (10) from the data processing device (12), the database search engine (10) searches through the contextual data (22) in the database (20) and returns the results of the search to the data processing device (12) for display to an end user. The database search engine (16) then passes the search argument and results to the associative search engine (18). The associative

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search engine (18) uses rule-based software algorithms and/or fuzzy logic to search for a match of a particular product within the product data (24). The results of the search by the associative search engine (18) are then returned to the data processing device (12) for display to the end user in the form of an advertisement. Skillen also discloses that the advertising machine (10) is a distinct, self-contained unit within an Internet access provider equipment site (32). Notably, Skillen does not describe nor suggest displaying a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object.

Claim 1 recites a method for retrieving information using a server system coupled to a centralized database and at least one client system. The method includes "defining, by a user, purchasing criteria . . . selecting an object from an electronic document displayed on a client system . . . displaying a function menu on the client system to prompt the user to select a desired function to apply to the selected object, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria, the item associated with the selected object . . . transmitting the selected object and the selected function from the client system to the server system . . . processing the selected object by applying the selected function and the purchasing criteria to the selected object at the server system to produce a processed object, the processing further including: generating a plurality of universal resource locators (URLs) based on the selected object and the selected function . . . transmitting the processed object from the server system to a plurality of remote vendor web servers corresponding to each of the plurality of URLs, the plurality of remote vendor web servers hosting the plurality of vendor web sites . . . receiving a processing result from each of the plurality of remote vendor web servers at the server system, the processing result generated

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by each of the plurality of remote vendor web servers based on the processed object and including at least a resulting web page . . . determining whether further processing of each processing result is necessary to complete the selected function . . . and transmitting at least one of each processing result and another output to the client system."

None of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a method for retrieving information, as recited in Claim 1. More specifically, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests describes or suggests displaying a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object. Rather, Stevenson describes comparing the contents of a source data file to the contents of a reference database and generating an augmented data file that includes the source data file and data from the reference database; Baird describes selecting search terms, initiating a search action, passing the requested search into a search engine, and returning the results of the search to the user; Debaty describes a client context-aware proxy server that modifies web pages by adding URLs or context menus; and Skillen describes relating search arguments to product data stored in a product database.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Stevenson in view of Baird and Debaty and further in view of Skillen.

Claims 2, 3, and 5-9 depend from independent Claim 1. When the recitations of Claims 2, 3, and 5-9 are considered in combination with the recitations of Claim 1, Applicant submits that dependent Claims 2, 3, and 5-9 likewise are patentable over Stevenson in view of Baird and Debaty and further in view of Skillen.

Claim 10 recites a network based system for retrieving information, wherein the system includes a client system including a user interface and a browser, a centralized database for storing information, and a server system configured to be coupled to the client system and the database. The server system is further configured to "enable a user to select purchasing criteria . . . enable the user to select an object from an electronic document displayed on said user interface . . . display a function menu on said user interface to prompt the user to select a desired function to apply to the selected object, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria, the item associated with the selected object . . . receive the selected object and the selected function from said client system . . . process the selected object by applying the selected function and the purchasing criteria to the selected object to produce a processed object the process further including: generate a plurality of universal resource locators (URLs) based on the selected object and the selected function . . . transmit the processed object from said server system to the plurality of remote vendor web servers in connection therewith corresponding to each of the plurality of URLs,, the plurality of remote vendor web servers hosting the plurality of vendor web sites . . . receive a processing result from each of the plurality of remote vendor web servers at said server system, the processing result generated by each of the plurality of remote vendor web servers based on the processed object and including at least a resulting web page . . . determine whether further processing of each process result is necessary to complete the selected function . . . and transmit at least one of each process result and another output to said client system."

None of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a networked-based system for retrieving information, as recited in Claim 10. More specifically, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a server system that is coupled to a client system and a database, wherein the server system is configured to display a function menu on the client system

to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object. Rather, Stevenson describes comparing the contents of a source data file to the contents of a reference database and generating an augmented data file that includes the source data file and data from the reference database; Baird describes selecting search terms, initiating a search action, passing the requested search into a search engine, and returning the results of the search to the user; Debaty describes a client context-aware proxy server that modifies web pages by adding URLs or context menus; and Skillen describes relating search arguments to product data stored in a product database.

Accordingly, for at least the reasons set forth above, Claim 10 is submitted to be patentable over Stevenson in view of Baird and Debaty and further in view of Skillen.

Claims 11-14 and 16-18 depend from independent Claim 10. When the recitations of Claims 11-14 and 16-18 are considered in combination with the recitations of Claim 10, Applicant submits that dependent Claims 11-14 and 16-18 likewise are patentable over Stevenson in view of Baird and Debaty and further in view of Skillen.

Claim 19 recites a computer program embodied on a computer readable medium for retrieving information using a server system coupled to a client system, a database, and a remote vendor web server, wherein the client system includes a user interface. The program includes a code segment that prompts a user to select an object from an electronic document displayed on the user interface and then "prompts the user to select purchasing criteria . . . displays a function menu on the user interface to prompt the user to select a desired function to apply to the selected object, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites, the item associated with the selected object . . . transmits the

selected object and the selected function from the client system to the server system . . . processes the selected object by applying the selected function and the purchasing criteria to the selected object at the server system to produce a processed object the process further includes: generates a plurality of universal resource locators (URLs) based on the selected object and the selected function . . . transmits the processed object from the server system the plurality of remote vendor web servers corresponding to each of the plurality of URLs, the plurality of remote vendor web servers hosting each of the plurality of vendor web sites . . . receives a processing result from each of the plurality of remote vendor web servers at the server system, the processing result generated by each of the plurality of remote vendor web servers based on the processed object and including at least a resulting web page . . . determines whether further processing of each process result is necessary to complete the selected function . . . and transmits at least one of each process result and another output to the client system."

None of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a computer program for retrieving information using a server system coupled to a client system, a database, and a remote vendor web server, as recited in Claim 19. More specifically, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a code segment of the computer program that displays a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object. Rather, Stevenson describes comparing the contents of a source data file to the contents of a reference database and generating an augmented data file that includes the source data file and data from the reference database; Baird describes selecting search terms, initiating a search action, passing the requested search into a search engine, and returning the results of the search to the user; Debaty describes a client context-aware proxy server that modifies web pages by

adding URLs or context menus; and Skillen describes relating search arguments to product data stored in a product database.

Accordingly, for at least the reasons set forth above, Claim 19 is submitted to be patentable over Stevenson in view of Baird and Debaty and further in view of Skillen.

Claims 20 and 22-25 depend from independent Claim 19. When the recitations of Claims 20 and 22-25 are considered in combination with the recitations of Claim 19, Applicant submits that dependent Claims 20 and 22-25 likewise are patentable over Stevenson in view of Baird and Debaty and further in view of Skillen.

For the reasons set forth above, Applicant respectfully requests that the Section 103 rejection of Claims 1-3, 5-14, 16-20, and 22-25 be withdrawn.

The rejection of Claims 4, 15, and 21 under 35 U.S.C. § 103(a) as being unpatentable over Stevenson in view of Baird and Debaty and Skillen and further in view of U.S. Patent 6,735,347 to Bates, et al. (hereinafter referred to as "Bates") is respectfully traversed.

Stevenson, Baird, Debaty, and Skillen are described above. Bates describes a method and system (200) for copying images from a source document to a destination document in a computer user interface (300). A user is given the option to cut or copy information from an image within the source document and to extract the textual information from the cut or copied image, enabling the extracted text to be pasted into the destination document as text. The textual information is extracted from the cut or copied image using optical character recognition (OCR) techniques. When instructed by the user, the user interface (300) copies the image, uses OCR to locate textual information within the image, and then pastes the located textual information into the destination document. Notably, Bates does not describe nor suggest displaying a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing*

function automatically initiates a purchase of an item using the plurality of vendor web sites and
the purchasing criteria, and wherein the item is associated with the selected object.

Claim 4 depends from independent Claim 1, which is recited above.

As discussed above, none of Stevenson, Baird, Debaty, and Skillen, considered alone or
in combination, describes or suggests a method for retrieving information, as recited in Claim 1.
More specifically, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in
combination, describes or suggests describes or suggests displaying a function menu on the client
system to prompt a user to select a desired function to apply to the selected object, *and to prompt*
the user to define purchasing criteria, the selected function including a purchasing function
associated with a plurality of vendor web sites wherein the purchasing function automatically
initiates a purchase of an item using the plurality of vendor web sites and the purchasing
criteria, and wherein the item is associated with the selected object. Applicant respectfully
submits that Bates does not make up for the deficiencies of Stevenson, Baird, Debaty, and
Skillen. Rather, Stevenson describes comparing the contents of a source data file to the contents
of a reference database and generating an augmented data file that includes the source data file
and data from the reference database; Baird describes selecting search terms, initiating a search
action, passing the requested search into a search engine, and returning the results of the search
to the user; Debaty describes a client context-aware proxy server that modifies web pages by
adding URLs or context menus; Skillen describes relating search arguments to product data
stored in a product database; and Bates merely describes a copying images between documents
in a computer user interface.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be
patentable over Stevenson in view of Baird and Debaty and Skillen and further in view of Bates.

When the recitations of Claim 4 are considered in combination with the recitations of
Claim 1, Applicant submits that dependent Claim 4 likewise is patentable over Stevenson in
view of Baird and Debaty and Skillen and further in view of Bates.

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Claim 15 depends from independent Claim 10, which is recited above.

As discussed above, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a networked-based system for retrieving information, as recited in Claim 10. More specifically, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a server system that is coupled to a client system and a database, wherein the server system is configured to display a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object.

Applicant respectfully submits that Bates does not make up for the deficiencies of Stevenson, Baird, Debaty, and Skillen. Rather, Stevenson describes comparing the contents of a source data file to the contents of a reference database and generating an augmented data file that includes the source data file and data from the reference database; Baird describes selecting search terms, initiating a search action, passing the requested search into a search engine, and returning the results of the search to the user; Debaty describes a client context-aware proxy server that modifies web pages by adding URLs or context menus; Skillen describes relating search arguments to product data stored in a product database; and Bates merely describes a copying images between documents in a computer user interface.

Accordingly, for at least the reasons set forth above, Claim 10 is submitted to be patentable over Stevenson in view of Baird and Debaty and Skillen and further in view of Bates.

When the recitations of Claim 15 are considered in combination with the recitations of Claim 10, Applicant submits that dependent Claim 15 likewise is patentable over Stevenson in view of Baird and Debaty and Skillen and further in view of Bates.

Claim 21 depends from independent Claim 19, which is recited above.

As discussed above, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a computer program for retrieving information using a server system coupled to a client system, a database, and a remote vendor web server, as recited in Claim 19. More specifically, none of Stevenson, Baird, Debaty, and Skillen, considered alone or in combination, describes or suggests a code segment of the computer program that displays a function menu on the client system to prompt a user to select a desired function to apply to the selected object, *and to prompt the user to define purchasing criteria, the selected function including a purchasing function associated with a plurality of vendor web sites wherein the purchasing function automatically initiates a purchase of an item using the plurality of vendor web sites and the purchasing criteria,* and wherein the item is associated with the selected object. Applicant respectfully submits that Bates does not make up for the deficiencies of Stevenson, Baird, Debaty, and Skillen. Rather, Stevenson describes comparing the contents of a source data file to the contents of a reference database and generating an augmented data file that includes the source data file and data from the reference database; Baird describes selecting search terms, initiating a search action, passing the requested search into a search engine, and returning the results of the search to the user; Debaty describes a client context-aware proxy server that modifies web pages by adding URLs or context menus; Skillen describes relating search arguments to product data stored in a product database; and Bates merely describes a copying images between documents in a computer user interface.

Accordingly, for at least the reasons set forth above, Claim 19 is submitted to be patentable over Stevenson in view of Baird and Debaty and Skillen and further in view of Bates.

When the recitations of Claim 21 are considered in combination with the recitations of Claim 19, Applicant submits that dependent Claim 1 likewise is patentable over Stevenson in view of Baird and Debaty and Skillen and further in view of Bates.
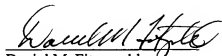
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For the reasons set forth above, Applicant respectfully requests that the Section 103 rejection of Claims 4, 15, and 21 be withdrawn.

Additionally, with respect to Claims 1-3, 5-14, 16-20, and 22-25, as is well established, it is impermissible to use the claimed invention as an instruction manual or "template" to piece together the teachings of the cited art so that the claimed invention is rendered obvious. Specifically, one cannot use hindsight reconstruction to pick and choose among isolated disclosures in the art to deprecate the claimed invention. It appears that the present rejection reflects an impermissible attempt to use the instant claims as a guide or roadmap in formulating the rejection using impermissible hindsight reconstruction of the invention.

The United States Supreme Court has recently expressed concern regarding distortion caused by hindsight bias in an obvious analysis, and notes that fact finders should be cautious of arguments reliant upon ex post reasoning. See KSR International Co. v. Teleflex, Inc., 127 S. Ct. 1727, 82 USPQ2d at 1397. Following the Supreme Court's guidance with respect to impermissible hindsight, a person of ordinary skill in the art having common sense at the time of the invention would not have reasonably looked to the combination of Stevenson, Baird, Debaty, Skillen, and/or Bates to solve the problem associated with displaying a function menu on the client system to prompt a user to select a desired function to apply to the selected object. Rather, such a suggestion is disclosed only in the present application.

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In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,

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